## UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Patent of:<br>BENTOLILA, et al.<br><br>Serial No.: 10/043,698<br><br>Filed: January 9, 2002<br><br>For Letters Patent on:<br>SYSTEM AND METHOD FOR BEHAVIORAL<br>MODEL CLUSTERING IN TELEVISION<br>USAGE, TARGETED CLUSTERING, AND<br>PREFERENCE ADVERTISING VIA MODEL<br>PROGRAMMING BASED ON BEHAVIORAL<br>MODEL CLUSTERS | April 12, 2004<br><br>Irvine, California 92612 |

### STATUS INQUIRY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicant, respectfully requests to know the status of the above-referenced patent application.

On June 10, 2002 Applicant received a Notice of Publication of Application as issued by the United States Patent and Trademark Office on May 29, 2003. The Notice of Publication reflected a publication date of May 29, 2003 and a Publication No. as US-2003-0101449-A1. This was the last communication received by Applicant in the above case.

Please charge any additional fees to our Deposit Account No. 01-1960. An additional copy of this letter is enclosed for that purpose.

Very truly yours,
MYERS DAWES ANDRAS & SHERMAN, LLP

Kenneth L. Sherman
Registration No. 33,783
19900 MacArthur Blvd., 11th Floor
Irvine, California 92612
Telephone: (949) 223-9600

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